



# EUROPEAN FOOD GIFT CHALLENGE 2021

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OPEN CALL FOR FOOD AND FOOD-RELATED CRAFTS GIFTS  
FROM THE EUROPEAN REGIONS OF GASTRONOMY

23 July 2021

Organised by  
**IGCAT**

Hosted by  
**Coimbra Region, European Region of Gastronomy awarded 2021-2022**

Deadlines

Registration fee: **15 March 2021**

Registration form: **18 June 2021**

The European Food Gift Challenge is a competition to award and give international visibility to high-quality, artisanal food and food-related crafts gifts from the European Regions of Gastronomy.

Through the European Food Gift Challenge, the European Regions of Gastronomy can support their local small- and medium-sized producers of traditional products and highlight the stories that link those products to the region, therefore creating an added-value for their territory.

The European Food Gift Challenge is hoped to allow local producers in the European Regions of Gastronomy to capitalise on the ever-increasing demand from visitors for exceptional local food and food-related craft gifts, paired with their search for authenticity and uniqueness, and enhanced attention for sustainable products.

# PRODUCTS DESCRIPTION

Products submitted to the European Food Gift Challenge should comply with the following characteristics:

- uniquely differentiated artefacts having authentic, natural qualities that mix fine ingredients or quality raw materials with the skills, passion and care on the part of their manufacturer/s;
- not industrially or mass-produced, but developed and delivered on a small scale, involving the lowest carbon impact as possible and a responsible use of energy and natural resources;
- outcome of a successful combination of tradition and innovation – especially for what concerns sustainable packaging;
- representative of the local gastronomy and able to communicate engaging stories about themselves, their producers and/or the region they come from – especially through captivating packaging.

## TYPES OF PRODUCTS

Participating Regions should submit a total of **four (4) products** – two (2) products in each of the following product types related to culinary art:

### A. FOOD GIFTS (2 products)

Local food / beverage products suitable to be transported without the risk of perishing and/or losing their nutritional properties. In general, food gifts should be:

- fit for human consumption.
- compliant with the regulations on food safety and the food standards of the country where it is produced.
- reproducible for manufacturing and suitable for the market.
- produced locally.
- manufactured with mainly locally-sourced ingredients.
- manufactured with mainly natural ingredients such as unprocessed fruits and vegetables, meats, seafood, dairy products, herbs, and flowers.

### B. FOOD-RELATED CRAFTS GIFTS (2 products)

Cooking utensils or equipment (such as spoons, pots and the like) or other objects related to local culinary traditions and suitable to be transported. In general, kitchenware gifts should be:

- reproducible for manufacturing and suitable for the market;
- produced locally;
- manufactured with mainly locally-sourced raw materials.

## SELECTION PROCESS & CRITERIA

Products submitted to the European Food Gift Challenge 2021 will be evaluated by an international jury of experts from IGCAT and the European Region of Gastronomy Platform according to the following criteria:

- **PACKAGING** (sustainability, recyclability, adequacy for transport, design)
- **PRODUCT** (design, branding, contemporary appeal, innovation)
- **CONNECTION TO THE REGION OF GASTRONOMY** (storytelling of the product and/or producer)
- **UNIQUENESS** (use of local animal/plant varieties or raw materials, traditional craft, local design)
- **PERSONAL OPINION** (price-value, appeal to you in short – would you buy it?)

Products will be scored from 1 to 10 in each of the above listed criteria (where **10** = Outstanding; **9** = Excellent; **8** = Very good; **7** = Good; **6** = Above Average; **5** = Average; **4** = Below average; **3** = Weak; **2** = Very weak; **1** = Extremely weak).

The jury will select:

- **7 category winners**, namely:
  - Most Creative Branding
  - Most Sustainable Packaging
  - Best Storytelling
  - Best Tasting
  - Best Promotion of the Region
  - Best Innovation on Traditional Design
  - Best Contemporary Interpretation of Traditional Craft
- **3 overall winners** (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Prize).

In case of a tie break situation, the Chair of the jury will have the final say.

**NB: In case that international travel restrictions are in place at the time of the competition**, the European Food Gift Challenge 2021 will take place as a partially in-person and partially online event. The jury will include a local panel of 3 members from the hosting region that will attend in person and focus on the sensorial appraisal of the products (e.g. taste, texture, etc.); and an international panel of 3 members from IGCAT and/or the European Regions of Gastronomy who will evaluate the products online, assessing their compliance with criteria such as sustainability of product and package, storytelling, uniqueness, innovation on tradition and connection with the region. One of the members of the international jury will be appointed as Chair of the jury and will have the final say in case of a tie-break situation.

## PRIZE

Winning products will receive:

- Visibility and promotion of IGCAT and European Region of Gastronomy websites and social media;
- An official European Food Gift Challenge certificate for the selected producers to display in their premises.

# REGISTRATION FEE

The registration fee for the European Food Gift Challenge is **€ 800** (eight hundred euro) per region. This amount covers organisational costs and will be invoiced by IGCAT prior to the competition.

## RULES

1. The European Food Gift Challenge 2021 will take place in Coimbra Region on 23 July 2021.
2. Regions should communicate to IGCAT their intention to participate by **Monday 15 March 2021** and send their invoice details to [f.toccoli@igcat.org](mailto:f.toccoli@igcat.org). Participation will be confirmed by IGCAT upon reception of the registration fee payment.
3. Regions should complete and submit the [registration form](#) provided by IGCAT by **Friday 18 June 2021**, including information about what kind of products they will present, so that the hosting region can arrange the display and the tasting equipment needed.
4. Regions should confirm at least one month prior to the competition whether they will bring their products with them or whether they intend to ship the products to Coimbra Region (shipping address to be supplied later). In the latter case, regions are kindly asked to plan the shipment well ahead, as customs controls might delay the delivery of several days. If food gifts are shipped, regions need to ensure product integrity throughout the journey and specify any special storage needs for the hosting region (e.g. chill chain).
5. IGCAT and the hosting region will provide the material to set up the products' display for the competition, including:
  - Tables and tablecloths;
  - Equipment needed for the tasting of food products (cutting boards, plates, cutlery, etc.).

Regions are allowed to bring their own banners as long as these include their regional ERG logos.

6. Participating regions should provide a description of each product to be displayed next to it, including the product's price (required to assess the PRICE-VALUE RELATION aspect).
7. Producers of the presented products are welcome to attend as long as they can cover their travel and accommodation costs.
8. In case the competition is held online due to international travel restrictions, regions are required to provide high-quality photos showing their products in detail to ensure that the international jury can easily assess them online.
9. In case that regions wish their products to be returned after the competition, they should arrange the shipment directly with the hosting region and cover the full costs.